

# Shaping the Future

## New Strategies for the 1990's

### I WILL BE ATTENDING THE CONFERENCE

Name: .....

Organisation: ..  
(if any)

Address: .....

.....  
.....

Daytime telephone number: .....

**IMPORTANT: PLEASE INDICATE OVERLEAF  
WHICH WORKSHOPS YOU WISH TO ATTEND**

### CRÈCHE:

A crèche will be provided, but in order to ensure an adequate service, places must be booked in advance

Number of children .....

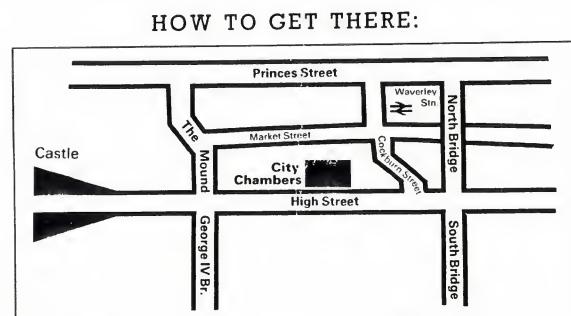
Ages .....



Disabled Access

# Shaping the Future

- A day-long conference with debates and discussion on popular strategies for Edinburgh's future.
- An opportunity to share your experience with others in similar fields.
- Your opportunity to help shape the way Edinburgh's economy will develop in the next decade.



THE CITY OF EDINBURGH DISTRICT COUNCIL  
**EDINBURGH**  
IMPROVING SERVICES - CREATING JOBS

# EDINBURGH'S Popular Economic Planning Conference

# Shaping the Future

## New Strategies for the 1990's

22<sup>ND</sup> SEPTEMBER 1989  
**CITY CHAMBERS**  
**EDINBURGH**

9.00 a.m. Registration

9.30 a.m. Introductory Session:

**Gordon Brown M.P.** - Shadow Treasury Spokesman

**Clr Mark Lazarowicz** - Leader of Edinburgh District Council

**Clr George Kerevan** - Chair of Economic Development and Estates Committee, Edinburgh District Council.

10.30 a.m. Coffee

11.00 - 12.30 p.m. Workshops:

**1. ACTION IN EDINBURGH'S PERIPHERAL HOUSING ESTATES**

Led by Willie Roe (Director of C.E.I.)  
with Susan Dalgety (Wester Hailes Initiative)

Jack O'Donnell (Craigmillar Festival Society)  
Maureen Scott (Muirhouse Festival Society)

A review of the current range of initiatives within Edinburgh's large peripheral housing estates. How effective are they, and crucially, how do we shape longer-term strategies for the 1990's?

**2. WORKERS' CO-OPERATIVES  
- A FORMAT FOR THE 1990's ?**

Led by Lawrence Clarke (Scottish Enterprise Foundation)

The new workers co-operative sector in Edinburgh is flourishing. However, as interest rises in newer hybrid forms of business such as E.S.O.P.'s (Employees' Share Ownership Programmes) and local management buyouts, are these the way forward for the co-operative sector?

**3. CULTURAL INDUSTRIES  
- ARTS FOR ENTERPRISE SAKE ?**

Led by Charles Landry (Comedia)  
with Linda Galbraith (W.A.S.P.S.)

Edinburgh has a unique advantage in its wide range of arts and cultural industries. How can we maximise their economic potential without undermining their cultural content?

**4. VOCATIONAL TRAINING - CRISIS OR CROSSROADS ?  
- OPTIONS FOR A NEW STRATEGY**

Led by John Fairley (Author of "Challenging the MSC")

Edinburgh has a wide range of high quality training schemes under way. But how will vocational training fare with the arrival of Scottish Enterprise and the changes in EEC funding of training?

**5. TRADE UNIONS AND THE EEC's SOCIAL CHARTER**  
Led by Colin Bartie (Trade Union and EEC researcher)

The European Community's Social Charter is promoted as the employee's side of the much-heralded 1992 Single European Market Initiative. How can the trade unions maximise the benefits from the Social Charter?

12.30 - 2.00 p.m. Lunch



2.00 - 3.30 p.m. Workshops:

**6. THE GREENING OF THE ECONOMY**

Led by Richard Adams (Editor of 'New Consumer' Magazine)

How will changing values in production and consumption affect economic life? Basic assumptions which have underpinned the growth of the economy, both locally and nationally, are now being re-evaluated.

**7. THE APPLIANCE OF SCIENCE**

Can Edinburgh's advantages in high technology be directed towards basic human and local needs? Is technology transfer from universities into employment possible? How can joint strategies be developed?

**8. NEW APPROACHES TO WORK ?**

The changing form and content of 'work' will be one of the main features of the 1990's. What will this mean to how we train, earn a living, relate to the workplace? Can a 'flexible workforce' based on people's real needs be promoted?

**9. THE STATE OF THE CITY**

Led by Geoff Mulgan (Author of 'A Tale of New Cities')

Edinburgh, like all our major cities, is undergoing dramatic changes. Local government is being curtailed just as city centres are 'rediscovered' by private retail and commercial interests. How will our cities be run in the future and how can local control be promoted?

**10. WOMEN IN THE 1990's ECONOMY**

Led by Norma Hurley (Employment Consultant)  
Ellen Kelly (Policy Officer, E.D.C. Women's Unit)

With skill shortages, women workers are now in increasing demand. During the second world war, necessity saw women being drawn into highly skilled employment, only to be displaced when 'normality' returned. How can women's employment gains in the 1990's be consolidated, what strategies need developed?

4.30 - 5.00 p.m. Final Session

**WORKSHOP REGISTRATION FORM**

Please tick your FIRST and SECOND choice for both MORNING and AFTERNOON workshops.



*Morning Session*

1st 2nd

**1. ACTION IN EDINBURGH'S PERIPHERAL HOUSING ESTATES**

**2. WORKERS' CO-OPERATIVES  
- A FORMAT FOR THE 1990's ?**

**3. CULTURAL INDUSTRIES  
- ARTS FOR ENTERPRISE SAKE ?**

**4. VOCATIONAL TRAINING  
- CRISIS OR CROSSROADS ?  
OPTIONS FOR A NEW STRATEGY**

**5. TRADE UNIONS AND THE EEC'S SOCIAL CHARTER**

*Afternoon Session*

**6. THE GREENING OF THE ECONOMY**

**7. THE APPLIANCE OF SCIENCE**

**8. NEW APPROACHES TO WORK**

**9. THE STATE OF THE CITY**

**10. WOMEN IN THE 1990's ECONOMY**

Please complete overleaf and return to:  
POPULAR ECONOMIC  
PLANNING CONFERENCE  
Edinburgh District Council  
375 High Street  
EDINBURGH EH1 1QE